

PATENT APPLICATION DATA ENTRY FORM

Initial Information Data Sheet

Inventor Information	
Inventor One Given Name::	Charles L.
Family Name::	Jones
Postal Address Line One::	2937 Sundance Parth
City::	Stevensville
State or Province::	MI
Postal or Zip Code::	49127
Citizenship Country::	USA
Correspondence Information	
Correspondence Customer Number::	00173
Telephone::	(616) 923-3870
Fax::	(616) 923-5778
Electronic Mail::	robert_o_rice@email.whirlpool.com
Application Information	
Title Line One::	Brand Equity System And Method
Title Line Two::	Of Increasing The Same
Total Drawing Sheets::	7
Formal Drawings?::	No
Application Type::	Utility
Docket Number::	US20000181
Representative Information	
Representative Customer Number::	00173